

Ambassadors of Culture along the Silk Road



Roero Castle – Monticello d'Alba – 2021

The background image shows a grand, ornate interior of a palace or museum. A large, multi-tiered chandelier hangs from a vaulted ceiling with intricate carvings. The walls are covered in gold leaf and feature large mirrors and decorative panels. The floor is polished and reflects the light. In the foreground, there are ornate chairs and a table, partially obscured by a teal overlay.

INTRODUCTION - WHO WE ARE

Past Forward is a company established in order to help cultural heritage to raise funds for its maintenance and to sensitise public opinion on the usefulness of enhancing cultural assets as drivers of the economy.

INTRODUCTION – OUR NETWORK

Past Forward's partners include some of the most important Italian private historic homes, iconic places (such as the Military Arsenal of Venice), some important museums (the Scuola Grande di San Marco in Venice, the Salinas Archaeological Museum in Palermo), antique dealers and contemporary art galleries, antique and contemporary art collectors, fashion houses, design, important theaters, shipyards, luxury tourism operators.





AGENDA

OPPORTUNITY

PROJECT

TEAM

CORPORATE SOCIAL RESPONSIBILITY



OPPORTUNITY

The reactivation of the **Silk Road** may become the beginning of a new way of understanding **cultural exchanges**, while respecting diversity. The idea of Past Forward is to propose to the countries along the Silk Road to develop cultural projects together which, placing EVERYONE on the same line, allow a dialogue on different themes (mathematics, philosophy, art, music, fabrics, food, etc.): each country, recognizing itself in some of these themes, will be able to start from here to mend its own history.



PROJECT

The project focuses on the **respect and enhancement of the traditions of each country**, with the desire to create a future common path through cultural relations, starting from the consideration that:

- the traditions, which characterize each country, have often not been reinterpreted and valued in a contemporary form;
- the West has not always recognized the contributions made to its own culture, which is the result of contaminations that come from many parts and are lost in the mists of time.



PROJECT - CULTURAL DIPLOMACY BETWEEN THE EAST AND EUROPE

With "Ambassadors of culture along the Silk Road", Past Forward intends to organize periodic meetings between the countries crossed by the "Silk Road" to start cultural projects that would see them all equally involved: only starting from the recovery of the cultural foundations of each country, together we will be able to achieve a future of sustainable growth.

Each country involved will be able to engage in projects that will be presented in Italy and in the countries participating in the initiative, thus creating a "two-way" path of cultural initiatives: a format that will gradually be enriched with the contribution of all.



PROJECT - INVOLVING ITALIAN HISTORICAL RESIDENCES

Past Forward will identify "showcases" of excellence in Italy to start and follow the development of the project, with the aim of creating **stable cultural relations which are fundamental for a peaceful coexistence**, in the name of recovering the precious uniqueness of each one and with a view to sharing a common future in the name of CULTURE that does not standardize.



PROJECT PRESENTATION

The strategic Italian cultural "showcases" will act as an amplifier of the projects, which will also be proposed in the individual countries involved.

The first meeting will be in 2021 in the **Roero Castle in Monticello d'Alba**. Ambassadors to Italy from some of the countries along the Silk Road will be invited, to whom the project will be presented, thus laying the foundations for a long path of cultural exchanges under the banner of global partnership and peace between peoples.

THE TEAM:

Vittoria Alliata:

Princess of Valguarnera and Villafranca, descendant of a dynasty whose origins are both Catalan and Byzantine, she is an intellectual committed to the protection and promotion of the cosmopolitan heritage of which Sicily is an essential crossroads. Her tireless activity of books, conferences, forums, exhibitions and articles has the explicit aim of countering the "war of civilizations" by reviving the great Eurasian-African tradition along the Silk Road. She began her literary career at the age of 16 translating JRR Tolkien's *The Lord of the Rings*. Skilled linguist, Arabist, Islamologist, in the 1980s she became an internationally successful writer with her bestseller *Harem*, which upsets Western clichés about Muslim women. Here with the financier and political scientist Eric Li at the Cini Foundation in Venice.



THE TEAM:

Marco Ceresa:

Full Professor of Chinese Literature and Director of the Department of Studies on Asia and Mediterranean Africa, he graduated from Ca 'Foscari in 1984 in Oriental Languages and Literatures. In 1992 he received his PhD in Civilization of Far East Asia at the University of Naples 'L'Orientale'. After graduation he studied at the National Taiwan Normal University in Taipei. Subsequently he carried out research at the Research Institute for Humanistic Study, Kyoto University (Japan), with a grant from the Japan Society for the Promotion of Science and at the School of Oriental Studies, Italian Cultural Institute, Kyoto (Japan). From 2008 to 2018 he was director of the Italian section of the Confucius Institute, receiving on 12 December 2017 from Liu Yandong (Deputy Prime Minister of the People's Republic of China) the Award for Excellence at the 12th World Conference of Confucius Institutes in Xi'An.



THE TEAM:

Gaia Ceriana Franchetti:

Graduated in Philosophy at “La Sapienza” University of Rome, in the seventies she worked in cinema and advertising as assistant casting director and assistant director in American productions in Rome. In 1975 she began making documentaries as an independent director, distributed by Rai Uno, Rai Due, Aljazeera Asia, Cinemateca di Algeri and NDTV India. From 1985 to 1993 she was president of the Italy-India Association. In 1995 she created Indoroman for the collection and use of fabrics still produced on a manual loom between the Mediterranean and India: a textile heritage to defend and spread. In these days "La ruota del Khadi: l'ordito e la trama dell'India" will be released in the Italian cinemas, the documentary film by Gaia that tells about India through its fabrics and evokes the figure of Gandhi, who made arts textiles a social and political movement.

<https://www.giornalediplomatico.it/Italia-India-regista-Gaia-Ceriana-Franchetti-ricorda-Khadi-Gandhi.htm>



THE TEAM:

Roberto Cerrato:

Director - Site Manager of the UNESCO Site «i Paesaggi Vitivinicoli del Piemonte Langhe-Roero e Monferrato», as well as representative of the ITALIAN UNESCO sites in the national technical table at the MIBACT for the international twinning programs of UNESCO sites.

Member of the coordination table at MiBACT - International Relations Office for the twinning of UNESCO Italy-China sites.



THE TEAM:

Gelasio Gaetani Lovatelli d'Aragona:

Graduated from the prestigious Institute of Master of Wine in London, Gelasio is a writer and journalist, as well as a historic wine producer in Montalcino, a member of the Executive Board of the Italian Enoteca in Siena and was director of the magazine "L'ETICHETTA" founded by Luigi Veronelli. He spends his time between London, New York and the Far East where he advises important international wine groups. In 1999 in the Republic of Georgia he built a large winery in Thelavi, where he discovered a particular grape variety in an ancient monastery.



THE TEAM:

Jan Latham-Koenig:

Born in London where, in 1976, he obtained a Diploma in Conducting and Piano at the Royal College of Music. Current Director of the Novaya Opera in Moscow (first Englishman to hold this position), Founder and Artistic Director of the Britten-Shostakovich Festival Orchestra. He was Director of the Rome Opera House, the Vienna State Opera, the Orchester National Philharmonique and the Opéra National du Rhin in Strasbourg, the Teatro Regio in Turin, the Symphonique de Flandres Orchestra in Belgium. Among the numerous orchestras, he has collaborated with the Orchestra of the National Academy of Santa Cecilia, the Royal Philharmonic, Rotterdam Philharmonic and Dutch Radio Philharmonic, **Beijing Symphony Orchestra** and **Shanghai Symphony Orchestra**. Among the most famous instrumentalists, he has collaborated with Stefano Bollani, Kristian Zimmerman, Maxim Vengerov, Mario Brunello, Christian Lindberg and, among the most famous singers, with Montserrat Caballé, Mirella Freni, Raina Kabaibanska, Sumi Jo, Margaret Price, Olga Borodina, Elena Garancha, Waltraud Meier, José Carreras, Plácido Domingo, Nicola Martinucci, Renato Brusson, Thomas Hampson.



THE TEAM:

Davide Quadrio:

Founder and director of Arthub (arthubasia.org), a producer and curator of contemporary art in China, he founded and directed the first independent non-profit creative workshop in Shanghai, Bizart Art Center, for a decade, as a platform to promote the scene local contemporary art. In 2007 he created Arthub, a production and curatorial proxy active in Asia and around the world (currently hosted by the Shanghai Visual Art Institute). He was curator for the Aurora Museum in Shanghai, he curated and produced the City Pavilion Project for the Shanghai Biennale 2012 and is part of the Curatorial Board of PAC, Pavilion of Contemporary Art in Milan, as well as responsible for the international curatorial program of Scene 44, Marseille, visual art production platform. He produced the 2020 edition of the Gwangju Biennial. With BizArt and his team, and now with Arthub, he has organized hundreds of exhibitions, educational activities and exchanges in China and abroad, developing relationships with local and foreign artists, independent organizations and institutions around the world.



THE TEAM:

Luciano Tellaroli:

Long career in Cariplo, a leading Milanese bank, responsible for opening the first foreign branches: London 1981 (after taking part in the Italian Everest '80 expedition in 1980, sublimating his passion for mountaineering), New York 1986, Hong Kong 1989, before becoming Central Director of Banca Intesa (main Italian bank). Responsible for the cultural events of the Circolo Filologico Milanese, the oldest cultural association in the city, since 2010 he has organized prestigious events: «Il linguaggio degli anni Sessanta», with Christo, Inge Feltrinelli, P. Bassetti, E. Severino, V. Gregotti, B.Bozzetto, U. Eco; "Vale Philosophia, cosa resta dei grandi", with G. Reale, G. Giorello, G. Vattimo, M. Cacciari, C. Sini; «Cibo in evoluzione», from which he created a documentary film selected and screened at Expo 2015; between Kyoto and Milan «L'arte del Giappone»; «Lucio Fontana scultore», inaugurated in London in 2017.





CORPORATE SOCIAL RESPONSABILITY

The support of the project by a **multinational company** can bring important benefits in terms of **corporate reputation** and, therefore, constitute a useful tool to consolidate and increase its value.

Furthermore, the support of the "Ambassadors of culture along the Silk Road" project can make it possible to achieve significant results in relation to ESG objectives:

Objective 15: Promote the sustainable use of terrestrial ecosystems;

Objective 16: promote peace among peoples;

Objective 17: revive the global partnership for sustainable development.